

MEETING NOTES

Board Meeting 2016-04

Monday 25th July 2016, 6:30pm

Attendees

Board Members Present

G Bielby (GB), Chairman
 R Richardson (RR), Vice Chairman
 A Hemingway (AH), Treasurer
 G Cannon (GC)
 C Dyson (CD)
 S Dyson (SD)
 P Fleming (PF)
 S Pye (SP)
 R Mathers (RM), Secretary

Board Members Absent

P Walton (PW)
 G Whitaker (GW)

Other absentees

None

Also in Attendance

None

1. Apologies

Apologies had been received from PW and GW.

2. Minutes of the previous meeting

Apart from minor amendments to allocated actions in sections 8, the minutes of the previous meeting held on 6th June, 2016 were agreed as a true record.

3. Matters Arising

GB began the meeting by explaining that due to the level of potential actions and activity required by the Trust Board following recent events within the football club, it was possible that sub-working groups may be required to share the workload and agree actions

AH suggested that if GW and SP were to be co-opted onto the board, that the relevant background checks would need to be completed. **(ACTION: AH)**

Other than HCST e-mail addresses, alternative contact details were discussed as being required for board members. RM will collate and share information once completed. **(ACTION: RM)**

Hull City Supporters' Trust is the trading name of Tigers Co-operative Limited, a Community Benefit Society registration number 29021R.

The registered address is

HCST, Suite 2, 117-119 Walkergate, Beverley, HU17 9BP.

Elected Trust Board Members (8): G Bielby (Chairman), G Cannon, C Dyson, S Dyson, P Fleming, A Hemingway (Treasurer), R Richardson (Vice Chairman), P Walton.

Trust Secretary: R Mathers

The Hull City Supporters' Trust Partners are:

Angel Beauty, Aspects Opticians, Brookes Menswear, Circle 87 Café, Co-op Energy, Cross Solutions, Dickens & Browne, Dinostar, EasyPeasyPrint, Essence Holistics, Finesse Internet, Grange Driving School, Harpers Fish & Chips (Beverley), Hemingway Bailey Ltd, Leasing for Business, Middle Child Theatre Company, Nudge Websites, One Stop Golf, Photo Express, Rob McFadyen ADI, TDN Automotive, Wine On-Line. **Full details can be found [here](#).**

4. Treasurer

AH gave a summary of the accounts for Y/E 31/12/15 which have now been completed. Headline figures were:

- Financial loss at the end of the year of £16,229 (*Due mainly to an £18k charity donation arranged for the Tigers Co-Operative*)
- Merchandise sales for the year were £1,798
- Memberships had increased to 1087 Adults & 52 Juniors to a combined total of 1139 (Compared to 103 members at the end of 2014)
- AH advised that expired memberships meant that those members lost their allocated share in the Trust
- AH also advised that the accounts required the formality of an independent verification from a qualified body. GB has details of a potential contact **(ACTION: GB)**
- The accounts were authorised and signed by GB & AH
- RM to forward a copy of the accounts to the Financial Conduct Authority (FCA) along with the completed AR30 form for the year. **(ACTION: RM)**

5. Current Club Situation

GB gave a summary of recent events from within the club, (inc ownership situation, Steve Bruce resignation, lack of new signings), as were understood by himself and other board members. Due to the confidentiality of the discussion, no actions or minutes have been documented.

6. FSF Summit

GB gave an overview of the recent Football Supporters Federation (FSF) summit that he recently attended at Wembley Stadium.

The summit proved to be an excellent networking opportunity with members of the national media as well as other supporter's groups across the country, which included a session on 'Fans Protests' with presentations from Newcastle United, Charlton Athletic & Blackpool – all of whom have been involved in high profile protest activity within the past year.

It was noted that within the FSF Annual review publication, reference was made to the Red Card protest organised by the Supporters Trust at the end of last season.

GB referred to various documentation and literature that was included in delegate packs, all of which is available for board members to access.

A message will be posted onto the HCST website encouraging all supporters to join the FSF (*Membership is free*) **(ACTION: GW)**

7. Premier League (EPL) Fans Meeting

GB then gave an overview of a further meeting, (arranged by the FSF), that he recently attended in London with Richard Scudamore, (Chief Executive – EPL), and supporters representing the 20 member clubs for the 2016/17 season

As part of the meeting it was discussed that the EPL are in continued dialogue with senior management at Hull City over 'rule 8' of membership that states that concessionary ticket prices should be made available for junior and senior citizen supporters, although such concessions were readily available and had been announced by the other 19 teams.



GB has acquired contact details for various national newspaper journalists, (inc Daily Mirror and the Guardian) and will explore opportunities to raise awareness of the current lack of available concessionary prices at Hull City **(ACTION: GB)**

8. Potential Protest Activity

With view to recent events and the current situation within the club, various suggestions were discussed in relation to how the board could further raise concerns in the interest of Trust members and the interests of the wider Hull City supporters fan base.

The board acknowledged awareness of a potential protest 'march' being organised from the city centre to the KCOM organised for Saturday 6th August. The timing of the event was questioned as it was a week before the new season started, (therefore there would be no club activity at the ground), and it also clashed with the popular 'Humber Street Sesh' that was being held in the city on the same date. It was noted that an approach had been made to board members for support for the march but it was agreed to offer verbal guidance if required to the event organisers, but the event would not be 'endorsed' by the Supporters Trust, although individual members were of course free to participate should they wish to do so. GC offered to contact the event organisers to offer verbal assistance **(ACTION: GC)**

With regards to planned protest activity by the Supporters Trust, it was agreed that any events should be inclusive of all supporters irrespective of if they have joined the club's membership scheme or not.

It was also discussed that any Trust organised protest activity should be focussed on the current issues of concessions and fans engagement and not solely to attempt to force a change of ownership at the club.

Potential suggestions were fully discussed and specific actions were agreed for a number of board members.

Further details of any planned activity will be communicated via the HCST website, direct membership e-mail and also social media channels.

It was noted that the despite offers of charitable donations by the HCST, (and other organisations), should the club mention 'Hull City' at the launch of the new team kit and main sponsors, regrettably the club had failed to do so or indeed acknowledge the potential donations on offer.

It was agreed that the HCST should proceed with the pledge on offer to a chosen nominated charity, and that a press release would be issued to raise awareness of the donation **(ACTION: RR)**

The HCST is also to encourage other potential donors to honour their individual charity donation pledges. All of which will be published on the HCST website **(ACTION: RR/GW)**

9. William Gemmell

GB is to contact the owner/landlord, (Gary Rowan), of the William Gemmell to confirm details for HCST members to use the venue for pre/post-match socialising. **(ACTION: GB)**

GB is also to request the availability of the 'back room' at the venue for potential use for a 'public meeting' open to all interested Hull City supporters in discussing potential protest actions. *(Potentially August 6th to coincide with the planned protest march mentioned above)* **(ACTION: GB)**

Following the recent EPL Fans meeting, GB stated he has contact details for all the other team supporter's representatives and is happy to invite them to the William Gemmell for pre-match socialising. GB is to discuss with Gary Rowan directly **(ACTION: GB)**



10. HCST Membership Recruitment & Retention

Following the growth in membership numbers reported in the Trust accounts, a fresh push to encourage other fans of Hull City to join was discussed. Potential suggestions were:

- Re-enforce the benefits associated to become a HCST member
- Remind all members of the current list of partners
- Highlight individual partners on a rotational basis to increase the exposure of their associated discounts/offers to Trust members (*The use of the HCST Twitter account feed was discussed*)

11. ARTS Project Update

GB & AH met up with Dave Coates of the Newington Neighbourhood team involved with the project

Plans were shared to create a nature reserve in the designated area and the team were looking to the HCST to assist in a publicity plan for the project.

Other options of support have been discussed and AH & GB have identified potential partners that may be available to support the required funding. **(ACTION: GB)**

12. Revenue Streams / Website Payments

AH advised that there is currently an issue with receiving payments via the Trust website. AH to seek advice from Ian Walters to investigate and hopefully resolve **(ACTION: AH)**

13. Board Members Connectivity

SP & GW still require HCST e-mail addresses to be set up for them. RR advised that he could assist but did not have the required level of access on the e-mail system to resolve. RM to contact Mike Scott to see if he can advise **(ACTION: RM)**

RR has offered to assist any board member who may have issues with Trust e-mail grouping etc **(ACTION: Board members as required)**

14. HCST 2015/16 Action Plan

RM requested an update on the action plan agreed for 2015/16 as some actions were allocated against previous board members.

Each individual point was reviewed and new action owners agreed where required. (*See updated list at the end of meeting minutes*)



15. Membership / Recruitment Update

RM is to meet Mike Scott prior to the Manchester United game, (August 27th), to be understand the process for membership renewals, applications etc. **(ACTION: RM)**

Mike has advised that there are some pending applications to process. An update on current membership numbers will be issued at the next meeting.

16. Board Updates

- Merchandise – SP advised that he is meeting with Rick Skelton on Wednesday 27th to go through handover process of merchandise operation **(ACTION: SP)**
- SP also requested suggestions for new merchandise ranges from board members **(ACTION: ALL)**

17. Other Items

The board were made aware of a blog that has been circulating in relation to the clubs' new official shirt sponsors. GB to forward details onto national journalists Owen Gibson & David Conn to gauge potential interest **(ACTION: GB)**

AH advised that along with himself, GB & RR, Mike Scott was still listed on the bank mandate for the Trust but this did not need to be changed immediately.

18. Dates of next Board meetings

- > **Monday 5th September – 6.30pm**



HULL CITY SUPPORTERS' TRUST OBJECTIVES, AIMS and ACTIONS for 2016

Trust Objectives

Short term – establish our independent offer

1. Influencing the direction of Hull City
2. Broadening our appeal
3. Exploring the opportunities that being a Trust gives us

Long term - to reflect that Hull City is part of a community, not just a business

4. Giving supporters a voice on the Board
5. Bringing benefits to community assets
6. Developing productive relationships with other supporter groups

Trust Aims and Actions

Aim 1: Preserving, protecting and developing the identity and community of Hull City AFC, embodying ambition with tradition

1. Continue pressing the FA to strengthen the rules concerning club owners & heritage (led by Geoff Bielby)
2. Through our participation in the FSF Heritage Working Group, engage with the FA to strengthen its heritage rules (led by Geoff Bielby)
3. Challenge, through our public statements and the local media, the “name-change by stealth” of Hull City AFC (led by Ryan Richardson)

Aim 2: Leading and facilitating partnership working with Hull City AFC, Hull City Council and other stakeholders

4. Continue the dialogue with Hull City Council about the role the Trust can play (led by Geoff Bielby)
5. Represent the views of shareholders and the wider community at the Hull City Fans' Working Group (led by Geoff Bielby)

Aim 3: Acquiring a stake in Hull City and attaining representation on its board in order to exert real supporter influence on the governance of the Club

6. Support national initiatives pressing for legislation to reform football and include supporter representation on club boards (led by Geoff Bielby)
7. Develop ways to recruit members to the Trust (led by Sue Dyson)
8. Grow the Trust membership through recruiting Partners offering benefits to members (led by Alan Hemingway)
9. Grow the Trust membership through the development of merchandise attractive to members (led by Steve Pye)

Aim 4: Promoting the development of the Club through supporter involvement, initiating and leading supporter-based social and community initiatives that engender that involvement

10. Develop the content of the Trust's website and social media platforms to provide up-to-date information about the Trust and the club (led by Greg Whitaker)
11. Develop the on-line Hull City museum (led by Martin Batchelor)
12. Engage with the City of Culture 2017 organisers to set up a heritage and Arts project (led by Sue Dyson)

Aim 5: Actively campaigning at local and national levels on issues that impact on our shareholders and the wider supporter base

13. Support and publicise national campaigns such as Safe Standing and Twenty's Plenty (led by Geoff Bielby)